

**AMENDMENTS TO THE CLAIMS**

1. (Previously Presented) A method for interactively selecting a product in a networked environment, the method comprising:

    providing a product criterion to a client within a page, the product criterion including a plurality of possible selections;

    receiving one of the plurality of possible selections from the client; and

    providing product information to the client within the page, the product information including information related to the one of the plurality of possible selections received from the client and comparing the one of the plurality of possible selections to one or more other ones of the plurality of possible selections to assist a user at the client in determining whether to purchase a product that includes the one of the plurality of possible selections.

2. (Original) The method of claim 1 further comprising receiving a purchase order from the client and fulfilling the purchase order.

3. (Cancelled)

4. (Original) The method of claim 1 wherein the product criterion includes an objective characteristic of the product.

5. (Original) The method of claim 1 wherein the product criterion includes a subjective characteristic of the product.

6. (Original) The method of claim 1 further comprising receiving a category selection from the client and, in response thereto, providing category information to the client, the category information including the product criterion.

7. (Original) The method of claim 1 further comprising providing a product selection set to the client, the product selection set including one or more products that conform to the one of the plurality of possible selections.

8. (Original) The method of claim 7 wherein the client includes a hypertext transfer protocol client and the product selection set includes a list of hyperlinks to product descriptions for the one or more products included in the product selection set.
9. (Previously Presented) The method of claim 1 wherein the product criterion includes at least one of: a product feature, an attribute, and a usability need.
10. (Original) The method of claim 7 further comprising:  
tracking a user session, the user session including a change from a first one of the plurality of possible selections to a second one of the plurality of possible selections; and  
applying fuzzy logic to the change in order to determine the production selection set.
11. (Original) The method of claim 1 wherein inferences concerning user preferences are made based upon a selection history.
12. (Original) The method of claim 1 wherein inferences concerning user preferences are made based upon a user profile.
13. (Previously Presented) The method of claim 1 wherein the product includes at least one of a good and a service.
14. (Previously Presented) The method of claim 1 wherein the product includes at least one of a financial product or a financial service.
15. (Currently Amended) ~~A computer program product for interactively selecting a product in a networked environment, the computer program product stored on a computer-readable medium and including instructions to cause a computer to:~~  
provide a product criterion to a client within a page, the product criterion including a plurality of possible selections;  
receive one of the plurality of possible selections from the client; and

20/568988.01

provide product information to the client within the page, the product information including information related to the one of the plurality of possible selections and comparing the one of the plurality of possible selections to one or more other ones of the plurality of possible selections to assist a user at the client in determining whether to purchase a product that includes the one of the plurality of possible selections.

16. (Previously Presented) A system for interactively selecting a product in a networked environment, the system comprising:

first providing means for providing a product criterion to a client within a page, the product criterion including a plurality of possible selections;

receiving means for receiving one of the plurality of possible selections from the client; and

second providing means for providing product information to the client within the page, the product information including information related to the one of the plurality of possible selections and comparing the one of the plurality of possible selections to one or more other ones of the plurality of possible selections to assist a user at the client in determining whether to purchase a product that includes the one of the plurality of possible selections.

17. (Previously Presented) The system of claim 19, wherein the server is configured to display within the page one or more of:

a first field, the first field including product category information that identifies a category to which the product relates;

a second field, the second field including a criterion for the category;

a third field, the third field including a text of a question relating to the criterion;

a fourth field, the fourth field including a plurality of options, each option representing a possible selection for the criterion;

a fifth field, the fifth field identifying a control that specifies how the plurality of options are presented to a client; and

a sixth field, the sixth field including selection guidance relating to each one of the plurality of options.

18. (Previously Presented) The system of claim 17, wherein the server is configured to display within the page a seventh field, the seventh field including links to one or more additional criteria to be presented for each one of the plurality of options.

19. (Previously Presented) A system for assisting a user with a product selection, the system comprising:

- a database including a plurality of product criteria and, for each product criterion, a plurality of options, and

- a server in communication with the database and configured to:

- based on a request from a client, retrieve a group of product criteria and an associated group of options from the database,

- display the group of the product criteria and an associated group of options within a page,

- based on a selection of an option from the client, retrieve product information from the database, and

- display the product information within the page, the product information including information related to the selected option and comparing the selected option to one or more other options to assist a user at the client in determining whether to purchase a product that includes the selected option.

20. (Cancelled)

21. (Previously Presented) The system of claim 19 wherein the server is configured to retrieve from the database, based on a selection by the client of one or more of the options, one or more next criteria, the next criteria specifying one or more criteria to be added to the product criteria.

22. (Previously Presented) A method comprising:

- presenting a page including a product criterion associated with two or more options,

20/568988.01

receiving from a client a selection of one of the two or more options, and based on the selection, updating the page to include the product criterion, the associated two or more options, an indicator of the selection, and information related to the selected option and comparing the selected option to one or more different options to assist a user in determining whether to purchase a product including the selected option.

23. (Previously Presented) The method of claim 22, wherein updating the page includes:

updating the page to include a first portion and at least a second non-overlapping portion, the first portion including the product criterion, the associated two or more selections, and the indicator of the one of the two or more selections, and the second non-overlapping portion including the information related to the selection.

24. (Previously Presented) The method of claim 22, wherein the information indicates a quantity of available products associated with the selection.

25. (Previously Presented) The system of claim 15, wherein the information indicates a quantity of available products associated with the selection.

26. (Previously Presented) The computer program product of claim 16, wherein the information indicates a quantity of available products associated with the selection.